



**SNOWSTORM:** Airport staff was able to test our new snow equipment this month. The new multi-head unit proved to be very useful during this storm. As the temperatures stayed around freezing, the broom attachment kept the runways open. The only time the runway was closed was when the wet asphalt froze overnight, and we had to apply pellets to help aid the ice melting process.



**AIRPORT DRAINAGE STUDY:** Staff are negotiating with Mead & Hunt as the on-call engineer for the Airport Drainage Study. This project will take approximately 18 months to complete.

**ELECTRIC CHARGING STATIONS:** Staff are working on an agreement with Arizona Public Service (APS) on the installation of Electric Vehicle Charging stations. This charging lot will be near the terminal to help with quick charges for those dropping off and picking up.

**SECOND PARKING LOT:** Final approval for a second lot was received, we will be breaking ground in Spring if all goes well.



## PARKFLAG:

**PASSPORT VENDOR:** City council approved our contract with Passport Labs Inc. We are excited to move away from NuPark, our current back office system software program, and implement the new Passport software. We are anticipating a smooth transition and look forward to a better system for all users as a result. In the meantime, office staff is spending many hours updating customer information in preparation for **program re-implementation on March 1, 2021.**



**SNOW REMOVAL:** ParkFlag alongside Parks and Recreation, and the Downtown Business Alliance (DBA) helped with the snow removal on gazebos in Heritage Square. Crews worked diligently as three separate systems dropped more than 3 feet of snow on the city of Flagstaff.

**ENFORCEMENT:** Parking Aides continue to enforce all title nine parking code including time limited parking. We have noticed habits changing and an increase in compliance and are writing fewer time limited warnings and citations.



# BEAUTIFICATION AND ARTS & SCIENCE:

## COMPLETE PROJECT and BEAUTIFICATION IN ACTION GRANTS:

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**New Alley Art Piece:** The Beautification in Action (BIA) Grant approved by the Beautification and Public Art Commission (BPAC) is complete and installed! *See photo, right.* The piece is by watercolor artist Roberta Rogers and is a vinyl wrap piece applied for by the artist and local business-owner David Stephens.

Community members and artists interested in **applying** for their own **Beautification in Action Grant** can find information on the City website [here](#). **March 15th** is the upcoming deadline, with a new maximum amount of \$4500. BIA grants have been offered in Flagstaff for about a decade, and are now open to businesses, schools, artists non-profit groups and more.

## MEDIA COVERAGE:

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- Artist Isaac Caruso donated a mural to Flagstaff in 2020 at the Boys and Girls Club, as many of you know. His work is now featured in an **AARP video** with 21,000 views! The video covers many cities in AZ. **Start at minute 22 for Flagstaff:** <https://fb.watch/2-yBwJTtCY/>
- **The Daily Sun** ran articles on two City projects funded by Art and Beautification funds, including the [Main Library Entry Project](#) and the [Vacant Space Activation](#) Pilot Project.
- **Discover Flagstaff** did an interview about Flagstaff mural's for **Arizona Highways**: [https://www.azfamily.com/video/arizona\\_highways\\_tv/arizona-highways-full-episode-9-january-2021/video\\_ob4c3343-aacb-51fd-abbf-2607996d925e.html](https://www.azfamily.com/video/arizona_highways_tv/arizona-highways-full-episode-9-january-2021/video_ob4c3343-aacb-51fd-abbf-2607996d925e.html)



## PROJECT UPDATES:

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- **Main Library Entry Project:** Over **170 community members** provided input on the Community Forum to a library entry survey intended to elicit creative responses to help inform the public art and the design. Staff and artist participated in a second design team charette for the ramp/plaza design and an initial direction for the artwork. Two ramp plaza designs were sent to members of the Commission on Inclusion and Adaptive Living for comments.
- **Traffic Signal Cabinets Art Wraps:** Over **220 community members** provided feedback on this pilot project on the Community Forum Survey (that closes February 12). The feedback has been overwhelmingly positive, and staff anticipates continuing the project this year. Survey link is: <https://www.opentownhall.com/10218>
- **Downtown Connection Center:** Staff met with the selected public artists to provide background information and to create a public input survey and photo contest to increase public participation for artist input for this project.
- **Vacant Space Activation:** This is a small-scale public art pilot project that aims to: (1) provide paid opportunities for artists to display their work, (2) encourage increased attention and foot traffic to spaces for rent and neighboring businesses, and (3) enhance vibrancy for high visibility and high walkability areas in spaces that would otherwise sit empty. This project is funded by Bed, Board and Beverage tax funds, and will be under \$10,000. So far installations have not begun, as we are still assessing community interest.
- **Airport Parking Project:** Staff identified and invited community members, including the original selection panel, to join focus group discussions with the artist. Staff held first of two community focus group meetings on January 28 with the second scheduled for February 3.
- **Expanded Use of Right-of-Way (EUROW) and Flower Project Updates:** Staff presented to an inter-division meeting on potentials for alley art and activation and on lessons learned from the pilot project of the flower program downtown.

- **Courthouse Art Piece:** Staff scheduled site meeting with Courthouse staff to consider if lighting is appropriate for the piece, and if so, appropriate locations for lighting.
- **Art Bus Wraps focused on Climate Change and Hope:** This project emerged from a BPAC Commissioner approaching the Sustainability Commission with ideas for projects. Staff met with sustainability to begin discussing program ideas and scope and began researching the project.

## PROGRAM UPDATES:

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- **Presentations at Coffee Klatch and at the Arts and Culture Leadership monthly meetings:** Staff presented on Art, Science and Beautification items, in particular our newly revamped Beautification in Action mini-grant program and the vacant spaces activation pilot program.
- **Meetings with the Juvenile Court Services and the US Forest Service:** Staff met with groups interested in our grant and program opportunities.
- **Inclusion of Artists in Regional Plan Update:** Staff worked on researching options for this after the Beautification and Public Art Commission voted to use some of our 'Planning' line item for this purpose, and met with planning staff from the City and County about this effort.
- **Full STEAM Ahead Youth Education Program:** Staff assisted with artist outreach for this Flagstaff effort to include art in STEM education, thus STEAM (Science, Technology, Engineering, Art, and Math).
- **Stress in the Time of COVID:** Staff facilitated a discussion on ongoing stress in the time of COVID for the Community Investment team inspired by a session held for AmeriCorps members and this article: <https://elemental.medium.com/your-surge-capacity-is-depleted-it-s-why-you-feel-awful-de285d542f4c>
- **Art Map Update Begun:** Staff met with Discover Flagstaff about an update to the map, anticipated later this year.

## ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

### Business Attraction:

**Business Attraction Manager Position Filled: Please welcome JACK FITCHETT to this role.** Jack came into the City as an intern, then worked as a Management Analyst for the City Manager's office. We are so fortunate to have Jack joining us in economic development.

### **Incentives:**

- **The Job Creation Incentive** has had its first successful candidate. Katalyst Space Technologies has been awarded this incentive and may request reimbursement for qualified expenses up to \$15,000, that can be used towards expenses like employee relocation, workforce development and training, or site improvements that provide public benefit. Katalyst is a fledgling aerospace company that is currently in contract discussions with NASA and the U.S. Military and will bring 31 new jobs to Flagstaff over the next three years. They plan to work closely with NAU, Lowell Observatory, and USGS which is part of the reason why they wanted to make Flagstaff their new home. We are very excited to welcome Katalyst to our community as they shoot for the stars. They are beginning their relocation process and will be operating in Flagstaff shortly.
- **The Sustainable Automotive Rebate Program** has had five applications processed to date. If you know someone in the market for an electric/hybrid/fuel efficient vehicle, please send them my way to learn more about this great program.
- Staff has been collecting feedback and comments on how these incentives have been working from various stakeholders and businesses. Staff will be looking to bring minor amendments to Council in March/April to improve the current incentives and make them more attractive for businesses.

## **Attraction Efforts:**

- ECoNA and Staff have been coordinating with three major potential employers over the last three months to encourage them to choose Flagstaff:
  - A site visit with a potential manufacturing employer was conducted in early October. This employer reached out to us at the end of this month to let us know they are still weighing several decisions. We hope to hear back from this company very soon and they have assured us that we are in their top two locations. This company would bring 70-100 new jobs in the first two years of operation.
  - Several site visits have occurred over the last two months with a potential manufacturing employer who produces automotive materials for electric vehicles. They have toured many local sites and brought their CEO to Flagstaff for a visit on 12/9/20. They have stated that "Flagstaff is where they want to be" and we are extremely hopeful that they will land here. This company would bring 300-350 new jobs in the first three years of operation. This company is coming back to Flagstaff on Feb. 8, 2021 and we will hopefully have a confirmation from them soon after that Flagstaff will be their new home.
  - Project Thunderbird: A third party coordinator came to Flagstaff in mid-November for a site visit to determine if Flagstaff would be the right fit for the company they represent. They have said that Flagstaff seems like the perfect opportunity for this company and this coordinator would be presenting their initial findings to the Board in mid-December. This company said they will add over 100 jobs per year for 10 years. The current dilemma is if Coconino County will be able to produce the labor force necessary for this large employer. It is unclear when a decision will be made with this firm, but they continue to reach out to gather additional information.

**Airport 31.45 Acre Parcel:** The airport 31.45-acre master development process is now clear for takeoff! Staff will be meeting with Genterra on Feb. 10, 2021 to engage the two teams and begin the negotiation process for this parcel's development. A timeline for this development will be coming shortly and if negotiations go well, a contract will be in front of Council for approval in April/May of this year.

## **Business Retention & Expansion:**

**JOY CONE COMPANY (JCC):** The world's largest manufacturer of ice cream cones is hiring 30 people and looking to expand in Flagstaff.

- An internal team met to explore ways to assist Joy Cone's expansion plans to build an additional 65,000 of warehouse space.
- Staff also met with an Arizona Commerce Authority team to explore programs to assist such expansion plans.

**ROUTE 66 BROWNFIELD ADVISORY COMMITTEE:** Community Investment staff is connecting landowners to resources for environmental assessments.

- BR&E staff participated in the recent meeting to review two applications for Phase I environmental assessments; one within the Flagstaff city limits, and another from just north of town in Coconino County.

**RURAL COMMUNITY ASSISTANCE CORPORATION (RCAC):** BR&E staff met with RCAC staff to learn the status of the Economic Development Administration (EDA) revolving loan fund which was transferred to RCAC from the City of Flagstaff in August 2018.

- RCAC is still working with the EDA to develop a required administrative plan so that they may begin to administer loans in Apache, Coconino, Navajo, and Yavapai counties.

**EMPLOYER CONNECTIVITY AND NORTHERN ARIZONA UNIVERSITY (NAU):** Community Investment staff is building regional collaborations.

- BR&E staff convened representatives from Camp Verde, Sedona, and Cottonwood to meet with the Career Development Office from NAU to discover ways to connect NAU students to area businesses for work-based learning opportunities.
- NAU is holding a virtual job fair in February. This group will explore ways to participate and to invite areas businesses to do the same.

**ENTREPRENEURIAL EVENT: MOONSHOT@NACET** is delivering W.E. (Women Entrepreneurs) Mean Business in April for women entrepreneurs in Flagstaff, in Arizona, and across the country.

- Moonshot staff contacted economic development staff to discuss the opportunities to participate and to sponsor elements of the event.
- Community Investment staff was excited to learn about the opportunity and is considering ways to support the effort which grows entrepreneurs and highlights Flagstaff as a place to start a business.

**FLAGSTAFF-CAMP VERDE-SEDONA-COTTONWOOD:** Community Investment staff is building regional collaborations.

- The northern Arizona municipalities met to discuss future collaborations geared towards connecting Northern Arizona University (NAU) students to area businesses for work-based learning opportunities. Staff contacted NAU Career Development Office staff to invite them into the conversation.
- Staff scheduled the next meeting with the municipalities and NAU.

**EXPANSION:** A unique retail and service business wants to expand in Flagstaff. So does another serial entrepreneur.

- BR&E staff was contacted by the owner of the business (requesting anonymity) inquiring about programs to help businesses expand. Staff provided details about the Business Retention and Expansion Incentive and the Adaptive Reuse program. Staff also provided real estate reports on available land to build, and lease opportunities. Due to the size of facilities needed for this expansion and those of the Adaptive Reuse program, the Adaptive Reuse program would not be helpful, but the Business Retention and Expansion effort is. More to come.
- Another serial entrepreneur (requesting anonymity) contacted staff asking to learn about programs to assist businesses (bio-manufacturing, bio-R&D) grow in Flagstaff. Staff provided details about the Business Retention and Expansion Incentive and the Adaptive Reuse program. Staff also provided real estate opportunities to sale and for lease for the consideration of the owner. Both incentive programs would assist the serial entrepreneur. When the next round of the Business Retention and Expansion Incentive opens, staff will make sure that area businesses know about the grant to help businesses stay and grow in Flagstaff.

**COMMERCIAL KITCHEN:** The growing “foodie town” is cooking up good stuff in Flagstaff.

- BR&E staff was contacted by a business owner who needs to expand. The caterer has been able to share kitchen space with another restaurateur but has reached the point of needing more space. Staff provided a report of 47 available spaces throughout the community that provide some potential space that would work, but also that help manage expectations regarding lease rates and the condition of the spaces. Staff also shared information about the Adaptive Reuse Program which is designed to assist people in such circumstances. Staff explained that the program provides up to \$5,000 in development fees for eligible businesses, and the eligibility requirements are fairly easy to meet: attend the free Pre-Application Meeting, have a current business plan, partner with a design professional, and work to occupy an existing vacant space under 5,000 square feet. This example supports the growing need for a commercial kitchen space in Flagstaff. As the entrepreneurial spirit



ignites the hearts of Flagstaff residents with culinary talents growing more catering operations, food trucks, and food prep, this need for commercial kitchen space is only growing too!

**ELEVATE PRE-K:** Early childhood education is recognized as critical for lifelong success and community viability, resilience and vibrance:

- BR&E staff met with the Elevate Pre-K team to discuss the pilot program that will assist businesses to better manage their employees with childcare needs. The Association for Supportive Child Care (ASCC) and LAUNCH Flagstaff are planning to deliver the program in August of 2021. The team is working with area families to learn their needs and specific additional supports. Currently the team can connect families to a variety of existing support services, and the team is available to individual families and businesses looking to support their employees with families.



#### LIBRARY MONTHLY STATS:

|  | November | December | Difference |
|--|----------|----------|------------|
| Unique Borrowers   | 1,915    | 2,248    | +17.4%     |
| Curbside Checkouts   | 17,405   | 17,937   | +3%        |
| Phone-in Reference   | 1,471    | 1,384    | -6%        |
| Note: these numbers are a month behind due to reporting timeframes |          |          |            |

**BEST OF FLAG:** For the 4<sup>th</sup> year in a row and the 7<sup>th</sup> overall, the **Flagstaff Library** was chosen as **Best Public Agency for 2020!** We are thankful to the Community for its support and understanding as we navigate this unique time together! [Best of Flagstaff Winners edition 2020 by Arizona Daily Sun - issue](#)

**KOHA NEW INTEGRATED LIBRARY SYSTEM (ILS):** January was a very busy month for Library staff as we prepared to transition to the new ILS (Koha) and catalog (Aspen). See the Arizona Daily Sun's write up: <https://bit.ly/3rks81W>

**NEW CATALOG VIDEOS:** Reference staff created video tutorials highlighting the features of the Library's new online catalog system. One video covers how to access your library account and new account features and another video demonstrates how to search and place a hold. These videos can be found at <https://tiny.cc/FlagLibSearch> and at <https://tiny.cc/FlagLibOnline>. Spanish versions of these videos will be available soon.

**ON THE ROAD:** Reference staff assisted a patron working on a research project to reconstruct the travels from Jack Kerouac's *On the Road* and pinpoint Kerouac's bus stop in Flagstaff. Staff located and shared a map showing the bus stop location in a historic city directory using the Library's [Historic Flagstaff City Directory/Telephone Book Search Engine](#). This online database features fully text-searchable Flagstaff City Directories and Telephone Books from the 1920s to the 1990s.



**EFCL'S TRIVIA NIGHT:** Trivia Night was as popular as ever. Harry Potter Trivia had 42 registered and went over by 40 minutes! Two people from the UK showed up to play and one of them won! It was 3:45 AM in the winner's time zone!

**BOOKS FOR FAMILIES:** We are working with LAUNCH Flagstaff and The Literacy Center on a Molina Foundation grant to get books into the hands and homes of low-income families during the pandemic. We received 17,000 books which are all now sorted in the Downtown Youth Services department, and many distribution partners are helping us to get them to kids in need, including North County and other healthcare facilities, FUSD schools, the Family Food Center, Sharon Manor, Boys and Girls Club, and many more!

**BENCHES AT EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL):** Staff worked on a Beautification in Action grant to get vinyl wraps on our benches out front, as well as 4 planters, to keep on making the outside of the library as welcoming and refreshed as the inside. So far, the benches have been enthusiastically received by patrons using our Wi-Fi out front.

**ARIZONA TEEN SERVICES SUMMIT:** Our own Michele Brumbaugh gave a presentation promoting Girls Who Code at the summit, "Virtually Yours @ Your Library," on January 15th. All went smoothly and she received good questions and feedback at the end.

**DONATIONS:** We received a donation of socks and have been giving them out to patrons requesting Better Bucks. We gave out 29 booklets and pairs of socks in January.

**GRAND CANYON COMMUNITY LIBRARY RENOVATION:** Letter of Authorization for library renovation was approved by NPS compliance. We are now moving forward to working with the contractor and NPS in final planning and schedule for implementation later this year.

**FOREST LAKES COMMUNITY LIBRARY:** Picture shows a contractor installing the beams for the roof extension as part of School/Library building external renovation.



#### COUNTY VIRTUAL PROGRAMMING:

- Tuba City Public Library: **Jack Daniels Mine** [https://www.youtube.com/watch?v=TVa\\_EU8aMX8&t=1s](https://www.youtube.com/watch?v=TVa_EU8aMX8&t=1s)
- Williams Public Library: **Government Mountain (Obsidian)** <https://www.youtube.com/watch?v=fWQ8QtbqOZ8>



## TOURISM & VISITOR SERVICES

**LODGING METRICS:** (From December – Note: we always report a month behind)

- **Occupancy:** -6.36%
- **Average Daily Rate (ADR):** -11.7%
- **Revenue per available room (RevPAR):** -17.2%

The occupancy and ADR (average daily rate) were improving YOY, month-by-month, since the low of April '20, but we did take a small step backwards for December. The decreases could be from the warmer than normal weather for December, the cancellation of North Pole Experience, limited runs/lifts open at Arizona Snowbowl which meant we had no packages between Snowbowl and participating hotels.



The team continues to message responsible travel and safety in-market.

| Dec    | 2019     | 2020    | Diff   |
|--------|----------|---------|--------|
| OCC    | 64.3%    | 60.3%   | -6.3%  |
| ADR    | \$109.30 | \$96.55 | -11.7% |
| RevPAR | \$70.20  | \$58.19 | -17.2% |

## VISITOR SERVICES:

- **Model Train:** Model Train ran 64 times in the month of January.
- **New Volunteer/Intern:** Visitor Center welcomed Rachel Bollock as a new volunteer with the Visitor Center, she is a Parks and Recreation student and is interested in learning more about visitor centers and tourism for her degree as she is interested in working for the National Park Service after graduation.
- **Visitor Information:** Provided visitor assistance in person, over the phone and via email while educating visitors on masking requirements. See common questions received below:
  - Where to play in the snow?
  - What's open a Grand Canyon?
  - What local attractions are open?
  - What restaurants are open for dine in or patio service?

| January                | 2020     | 2021    | Change | FY20      | FY21      | Change |
|------------------------|----------|---------|--------|-----------|-----------|--------|
| Walk-ins               | 5,208    | 2,958   | -27%   | 92,332    | 44,495    | -52%   |
| Retail Sales           | \$15,249 | \$8,597 | -44%   | \$170,866 | \$120,075 | -30%   |
| Snowplay Hotline Calls | 902      | 1,764   | 96%    | 2,569     | 3,583     | 74%    |

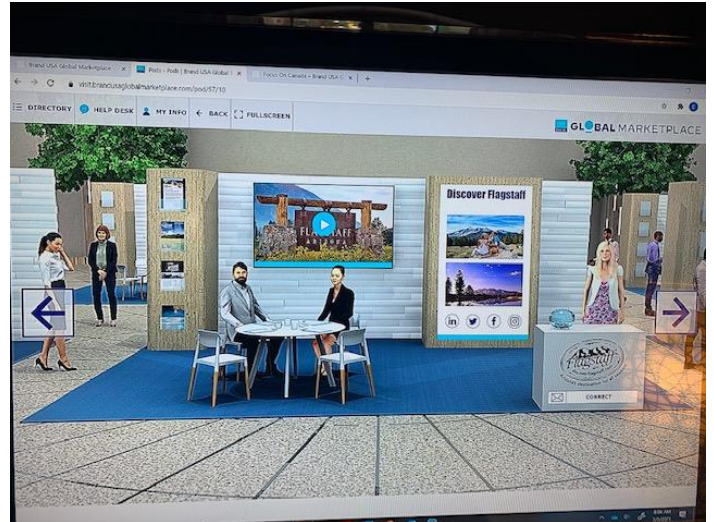
## TRAVEL TRADE:

### MEETINGS:

- **Ascend Capital Management** - Discussed new hotels/restaurants/renovations to determine how best to market and sell to international travel companies.
- **Arizona Snowbowl** - Updated on capital improvements & new family activities to provide selling points to Mexican market specifically.
- **Grand Circle Association** - Discussed new website resulting in more exposure and increased content for Flagstaff.
- **Herrmann Group** - Finalized details of 2-month campaign highlighting Flagstaff selling points to Canada/Mexico market.

## MARKETING & MEDIA:

- **Visit USA France** - E-Learning program goes live, resulting in 4000 potential trade professionals becoming certified as a "Flagstaff expert" to sell our destination.
- **Visit USA France** – Flagstaff Banner Ad on website 1/26 through 3/31.
- **Charitable Travel, UK** - Content submitted for Flagstaff's landing pages to educate UK travel professionals on Flagstaff.
- **Escape Travel, India** - Submitted content to travel company so they can sell leisure travel from India to Flagstaff.
- **Group Tour magazine** - Submitted editorial for February trade magazine.
- **American Tours International** - Itinerary submitted for February AZ campaign (for Canada/Mexico travelers) supported by social media/digital/webinar for up to 400 travel.
  - Professionals to increase visitation from North American trade.
- **Visit USA Belgium** - Content for first monthly newsletter to trade and consumer database to educate travelers on Flagstaff/new market for CVB.
- **Visit USA UK** - Virtual trade show (1/30) in UK.



Picture above shows VIRTUAL TRADE SHOW set-up...All things clickable: Flagstaff video, sales flyers, visitor guide and more!!!

## MEETINGS/EVENTS/CONFERENCES:

### MEETINGS:

- Meeting with High Country Conference Center and NAU regarding October conference and It pays to Meet program, CVB assistance with sleeping rooms, and conference materials.

### MARKETING & MEDIA RELATIONS:

- The It pays to Meet in Flagstaff Program was presented to two new groups.

### FAMILARIZATION TOURS & EVENT PLANNING:

- Staff attended the Viola Awards Banquet planning meeting. Familiarization
- Staff had call with Fall 2021 conference to assist in planning off site excursions for group.

### BOOKINGS:

- No new booking in the month of January

### LEADS:

- Staff sent out a lead for a total of 700 room nights and estimated economic impact of \$174,300.

## **MARKETING & MEDIA RELATIONS:** (January produced 51 print articles and 441 digital articles.)

January 2021 experienced a dip in overall media coverage compared to last year.

### **The month had several highlights:**

- National broadcast programming on Good Morning America featuring Flagstaff's winter wonderland at Arizona Snowbowl with Ava the avalanche dog and her new litter of adorable puppies
- Arizona Highways TV broadcasts covering downtown Flagstaff
- News coverage of January snowfall with Phoenix networks using the Flagstaff Visitor Center webcam while reporting winter conditions.
- ADOT distributed several press releases on winter recreation referring to the snow play hotline and the discover Flagstaff website.
- Other interesting topics included stories on Flagstaff cash mobs to support local businesses, Discover Flagstaff's national plan for staycation/vacation day, stargazing, ADOT refers to winter snowplay hotline, AAA Colorado, Lowell Observatory recognized as a finalist for building of the Year, and high-altitude training.

Print (circ: 238k/value: \$22k) Broadcast (reach: 48m/value: \$446k) Digital (reach: 457m/value: \$4.2m)

COVID19 Coverage Related to Flagstaff Tourism (circ: 698k/ Value: \$6k)

International Coverage (circ. 188m/value: \$1.7m)

### **See below for some article highlights, please enjoy reading them:**

**Discover Flagstaff's National Plan for vacation day with a staycation:** [https://azdailysun.com/discover-flagstaff-s-national-plan-for-vacation-day-with-a-staycation/article\\_1a49784c-oef1-57fb-b8cc-6b004c60eefd.html](https://azdailysun.com/discover-flagstaff-s-national-plan-for-vacation-day-with-a-staycation/article_1a49784c-oef1-57fb-b8cc-6b004c60eefd.html)

**Heavenly places to go stargazing in the USA (Flagstaff Slide 2):** <https://www.msn.com/en-us/travel/tripideas/heavenly-places-to-go-stargazing-in-the-usa/ss-BB1d2nEs>

**Arizona Snowbowl's avalanche dog is ready for duty:** <https://www.newscentermaine.com/article/news/local/as-seen-on-tv/arizona-snowbowls-avalanche-dog-is-ready-for-duty/75-7069ed27-b57f-4b60-bb2b-a161c4d429d2>

**Our 8 Favorite Places for Stargazing:** <https://www.travelawaits.com/2560806/favorite-places-stargazing-us/>

**Ski Mountaineering for Trail Runners:** <https://trailrunnermag.com/training/ski-mountaineering-for-trail-runners.html>

**What Happened When I Ate Beets for 2 Weeks Straight (Yep, You Read That Right):**  
<https://www.runnersworld.com/nutrition-weight-loss/a20857255/7-things-that-happened-when-i-ate-beets-for-two-weeks/>

**More Three Days Fun in: Fun in Flagstaff:** <https://www.colorado.aaa.com/stories/more-three-days-fun-flagstaff>

**Reminder: Leave prepared before heading north to play in snow:** [https://www.azfamily.com/news/adot-warns-drivers-about-dangers-of-driving-in-snow/article\\_285c4d2e-5a9a-11eb-b4c7-5f1e922c4b4d.html](https://www.azfamily.com/news/adot-warns-drivers-about-dangers-of-driving-in-snow/article_285c4d2e-5a9a-11eb-b4c7-5f1e922c4b4d.html)

**Metl-Span Highlights Creative Solutions to Building Challenges with Building of the Year Award:**  
<https://www.wconline.com/articles/93522-metl-span-highlights-creative-solutions-to-building-challenges-with-building-of-the-year-award>

## WEBSITE:

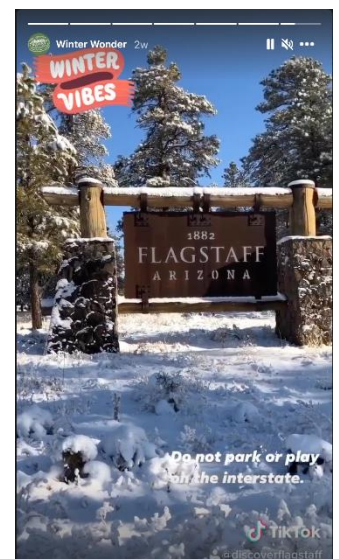
- **Domestic site visits:** Increased 127% compared to January 2020. CA across the board increased 96% from both southern and northern cities, TX +38% led by the Dallas/Fort Worth markets, NV and FL were among the top 5.
- **International site visits:** United Kingdom increased 5%, and while we see Mexico decreasing, this country is the strongest in international visits. India appears to be showing interest and is a little bit behind MX.
- Top performing pages include webcam which increased 358% which is a result of FLG's snowstorms, TTD increase 19%, winter adventure increased 8%, and blog titled "top 21 must-dos" had 5,200 views.
- **Mobile:** Device use increased 20% while desktop use decreased 13%.
- **Top Searches:** Sledding, Grand Canyon and Snow
- As industry research has been indicating, this month we saw the largest growth in the 18-24-year-old demographic, while the 55+ age group decreased about 7%.

## EMAIL CAMPAIGN:

- **Discover 'Why Flagstaff is so Intriguing'** reached 12,207 people with a 28% open rate and 9% CTR. Most clicks went to the Parks and Monuments page due to callout of free park days throughout 2021, free Visitor Guide request, and Route 66.

## SOCIAL MEDIA:

- **FACEBOOK** total likes are flat at 92,833. Partial reasoning is more focus has been generated toward the local resident audience on the Flagstaff Local Facebook feed.
- **TWITTER** monthly impressions increased 11%. Top impressions came from a UGC photo of the San Francisco Peaks.
- **YOUTUBE** -- The Virtual Great Pinecone Drop video earned 2,553 views for January (plus additional views in December). The views are organic compared to last year's paid ads.
- **INSTAGRAM** is back up with more scenic photos and less branded content, which tend to do better on Instagram.
- **FLAGSTAFF HAPPENINGS** subscriber rate increased 6%.
- **STORIES:** Social story-video created promoting first snow of the year. The video was posted on TikTok, Facebook and Instagram.
- **FLAGSTAFF GATEWAY SIGN:** Post of first snow of the year earned 10 K Reach.
- **UGC - SAN FRANCISCO PEAKS:** Post of San Francisco Peaks from the @beardedKale generated a 13K reach and pointed to the Pledge Wild page on Discover Flagstaff.










## WEBSITE:

- **FLAGSTAFF LOCAL:** Updated the pledge process on [flagstafflocal.com](http://flagstafflocal.com).
- **COFFEE SHOP LOVE:** Created a landing page highlighting several coffee shops on [discoverFlagstaff.com](http://discoverFlagstaff.com).

## PRESENTATIONS:

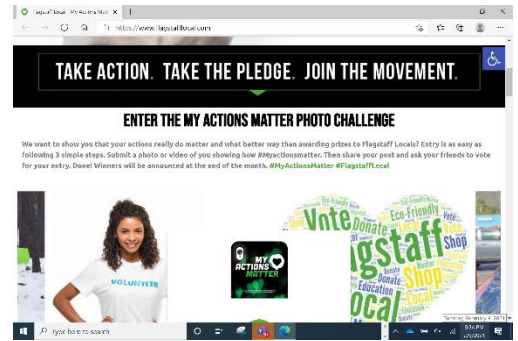
- **MEET & GREETs:** Designed a presentation summarizing Discover Flagstaff's efforts for new City Council members.
- **DIVISION TEMPLATE:** Assisted with a PowerPoint template for City division directors.

## VIDEO:

- Created a [video](#) for the new City website.

## PHOTOSHOOTS:

- Organized photographer, models, green room, and restaurant for the billboard creative photoshoot.



**THANK YOU** for your continued support of the  
**Economic Vitality Division for the City of Flagstaff!**

**We work to enhance your quality of life 365 days a year!!!**